



06-14-03

GAU 3627

井ሬ PATENT カエω 57111-5120

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of: EDWARD J. SHOEN, et al.

Serial No.

10/083,726

Filed:

October 19, 2001

For:

AN ONLINE MARKETPLACE FOR

MOVING AND RELOCATION

SERVICES

Group Art Unit: 3627

Examiner: Not yet assigned

CERTIFICATE OF EXPRESS MAILING

I hereby certify that this correspondence and the identified enclosures are being deposited with the U.S. Postal Service as Express Mail Post Office to addressee, postage prepaid, in an envelope addressed to: The Commissioner for Patents, Attn: Technology Group 3600, P.O. Box 1450, Alexandria, VA 22313-1450 on June 13, 2003

Express Mail No. EV174744105US

By: Michelle Parel

## RENEWED PETITION TO MAKE SPECIAL UNDER 37 CFR §1.102

The Commissioner for Patents Attention: Technology Group 3600 Post Office Box 1450 Alexandria, VA 22313-1450 JUN 1 8 2003 GROUP 3600

Sir:

This is in response to the Decision on Petition to Make Special dated April 14, 2003 concerning the above-referenced application. The Special Programs Examiner has dismissed the Petition filed December 30, 2002 ("Petition") and required Petitioner to submit a request for reconsideration with the following information: (1) a statement that a pre-examination search was made, listing the field of search; and (2) a copy of a print-out document from the "www.move.com" Internet website. By this Petition, Petitioner has complied with the foregoing. In addition, Petitioner has included a reference, from a supplemental pre-examination search performed by Petitioner, that is deemed most closely

Serial No. 10/083,726 Page -2-



related to the subject matter encompassed by the claims with a discussion of how the claimed subject matter is patentable over the references.

## 1. Pre-Examination Search Statement and Listing of Field of Search

As stated by Petitioner in the Petition to Make Special filed on December 30, 2002 (a copy of which is enclosed), a pre-examination search was made by Petitioner's attorneys. The field of search comprised classes 395 and 705.

## 2. Print-out of "www.move.com" Internet Website

The Examiner has requested a copy of the print-out of the "www.move.com" Internet website. Petitioner submits herewith a copy of the "GROUP 3600" "www.homestore.com" Internet website, which was previously attached to the Information Disclosure Statement submitted to the Patent Office on October 19, 2001. Petitioner notes that visitors to the "www.move.com" domain would be redirected to the "www.homestore.com" Internet website and hence the print-outs are the same for "www.move.com" and "www.homestore.com."

## 3. <u>Supplemental Information Disclosure Statement</u>

In addition, a supplemental pre-examination search was conducted by Petitioner on November 5, 2001. The field of search comprised class 705. A discussion of the reference deemed most closely related to the subject matter encompassed by the present claims follows. A copy of the reference, along with the Supplemental Information Disclosure Statement being filed in this matter, are attached.

<u>U.S. Patent No. 6,055,513 to Katz</u>: Katz describes an electronic commerce system in which an online customer is offered an "upsell" of a good or service based on a first transaction or interaction. The selection of the "upsell" good or service is done intelligently using data provided by the consumer during the first transaction and requires

Serial No. 10/083,726

Page -3-

obtaining data about the consumer from a secondary source. However, the reference does

not describe a marketplace environment where a consumer completes one transaction and can

continue with other transactions, all related to self-help moving and relocation.

No fee is submitted in connection with this matter as Petitioner previously

submitted a fee with the original Petition. However, the Commissioner is hereby authorized

to charge any deficiency in the payment of the required fees or credit any overpayment to

Deposit Account No. 10-0440.

Accordingly, it is respectfully requested that the Petition be accepted for

renewal. A duplicate copy is attached.

Respectfully submitted,

Dated: June 13, 2003

GEORGE G. C. TSENG

Reg. No. 41,355

JEFFER, MANGELS, BUTLER & MARMARO

Seventh Floor

1900 Avenue of the Stars

Los Angeles, CA 90067

Tel: (310) 203-8080

LA 3091672 v1



## PATENT 57111-5120

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of: EDWARD J. SHOEN, et al.

Serial No.

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For:

AN ONLINE MARKETPLACE FOR

MOVING AND RELOCATION

**SERVICES** 

Group Art Unit: 3627

Examiner: Not yet assigned

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Express Mail No. EL956566652US

By: Surver Mangando

# CORRESPONDENCE REGARDING RESUBMISSION OF PETITION TO MAKE SPECIAL UNDER 37 CFR §1.102

The Assistant Commissioner for Patents Attention: Director of Technology Group 3600 Washington, D.C. 20231

Sir:

Previously, on October 19, 2001, Applicants submitted a Petition to Make Special ("Petition") for the above-identified application, which included an authorization to charge the payment of the fee required to Deposit Account 10-0440. Attached is a copy of a return postcard with the U.S. Patent and Trademark Office ("PTO") mailroom date stamp showing receipt of the Petition by the PTO on October 19, 2001. Also attached is a copy of Express Mail slip EL567076490US, postmarked October 19, 2001.

Serial No. 10/083,726

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However, Applicants recently contacted Leslie Wong at Exam Group 2165 and were informed that the Petition was never "received" and that no action was ever taken on the Petition. Applicants were further informed that they should resubmit the Petition, which would then be immediately acted upon.

Thus, Applicants hereby enclose a Petition, dated October, 19, 2001, for resubmission. A check in the amount of \$130.00 is also enclosed for payment of the filing fee for the Petition, which was never deducted from our Deposit Account. The Commissioner is authorized to charge any additional amounts due in connection with this matter to our Deposit Account No. 10-0440. A duplicate copy of this letter is enclosed.

Accordingly, it is respectfully requested that the Petition be accepted for resubmission.

Respectfully submitted,

Dated: December 30, 2002

GEORGE G.C. ZSENG

Reg. No. 41,355

JEFFER, MANGELS, BUTLER & MARMARO Seventh Floor 1900 Avenue of the Stars Los Angeles, CA 90067

Tel: (310) 203-8080





PATENT 57111-5120

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of: EDWARD J. SHOEN, et al.

Serial No.

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Filed:

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Group Art Unit: 3627

Examiner: Not yet assigned

CERTIFICATE OF EXPRESS MAILING
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Express Mail No. EV175685341V

By: ///

# INFORMATION DISCLOSURE STATEMENT UNDER 37 CFR § 1.97(b)

Commissioner for Patents Post Office Box 1450 Alexandria, VA 22313-1450 JUN 1 8 2003 GROUP 3600

Sir:

In accordance with applicant's duty to disclose information which may be material to the examination of this application under 37 CFR § 1.56, submitted herewith on Form PTO-1449 is a supplemental listing of documents known to applicants in order to comply with applicants' duty of disclosure pursuant to 37 CFR 1.56. A copy of the listed documents are being submitted to comply with the provisions of 37 CFR 1.97-1.98.

The submission of any document herewith, is not intended as an admission that such document constitutes prior art against the claims of the present application. Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a <u>prima</u> facie prior art reference against the claims of the present application.

Applicant respectfully request that the attached Information Disclosure Statement and reference be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO-1449 be returned in accordance with MPEP Sec. 609.

Respectfully submitted,

June 13, 2003

Date

GEORGE G. C. TSENG

Reg. No. 41,355

JEFFER, MANGELS, BUTLER & MARMARO LLP Seventh Floor 1900 Avenue of the Stars Los Angeles, CA 90067

Tel: (310) 203-8080

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*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAN	ИE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	6,101,477	8/8/2000	Hohle, et al.		705	1	
	6,233,163	4/24/2001	Van Luchene		705	1	
	6,298,331	10/2/2001	Walker et al.		705	1	
	5,732,398	3/24/1998	Tagawa		705	5	
	5,832,451	11/3/1998	Flake et al.		705	5	
	5,864,818	1/26/1999	Feldman		705	5	
	5,946,660	8/31/1999	McCarty et al.		705	5	
	5,973,619	10/26/1999	Paredes		705	5	
	5,953,706	9/14/1999	Patel		705	6	
	5,890,137	3/30/1999	Koreeda	·	705	26	
	5,950,172	9/7/1999	Klingman		705	26	
	6,049,777	4/11/2000	Sheena et al.		705	26	
	6,055,513	4/25/2000	Katz et al.		705	26	
	6,064,980	5/16/2000	Jacobi et al.		705	26	
	6,064,981	5/16/2000	Barni et al.		705	26	
	6,070,148	5/30/2000	Mori et al.		705	26	
	6,070,149	5/30/2000	Tavor et al.		705	26	
	6,085,177	7/4/2000	Semple et al.		705	26	RECEIVE
	6,092,053	7/18/2000	Boesch et al.		705	26	JUN 1 8 2003
	6,101,482	8/8/2000	DiAngelo et al.		705	26	
	6,196,458	3/6/2001	Walker et al.		705	26	ROUP 360
	6,219,653	4/17/2001	O'Neil et al.		705	26	
	6,246,996	6/12/2001	Stein et al.		705	26	
	6,317,723	11/13/2001	Walker et al.		705	26	
	5,576,951	11/19/1996	Lockwood		705	27	
	5,895,454	4/20/1999	Harrington		705	27	
	5,999,914	12/7/1999	Blinn et al.		705	27	
	6,016,504	1/18/2000	Amold et al.		705	27	
	6,041,310	3/21/2000	Green et al.		705	27	
	6,308,160	10/23/2001	Rex		705	27	
	6,317,722	11/13/2001	Jacobi et al.		705	27	
EXAMINER				DATE CONSIDER	ED		· · · · · · · · · · · · · · · · · · ·

<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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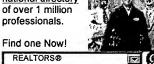
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10. Edgewood, WA, \$239,000

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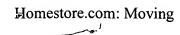
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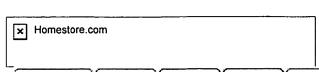
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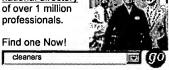


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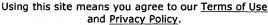
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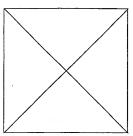
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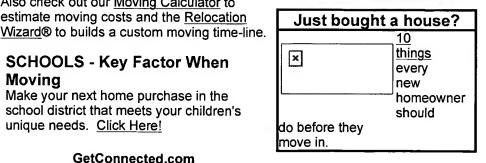
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## THE WALL STREET JOURNAL.

## **Homestore.com Starts Venture That Lets Consumers Buy Moving Services Online**

By Rhonda L. Rundle. Wall Street Journal. (Eastern edition). New York, N.Y.: Sep 19, 2000. pg. B.6

» Jump to full text

Subjects:

Joint ventures, Moving & storage industry, Electronic commerce

Companies:

HomeStore.com Inc (NAICS: 514199, 511140), iMove.com Inc (NAICS: 454110)

Author(s):

By Rhonda L. Rundle

Article types:

News

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Technology & Health

Publication title:

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Newspaper

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## Abstract (Article Summary)

"This wouldn't work without all the major [moving industry] players at the table," says Stuart Wolff, chairman and chief executive officer of Homestore.com, Thousand Oaks, Calif. The participants are Allied Van Lines and • North American Van Lines, both owned by Allied Worldwide Inc.; Mayflower Transit, part of OuniGroup Inc.;

• North American Van Lines, both owned by Allied Worldwide Inc.;

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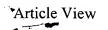
Mr. [Bryan Schutjer], a former moving-industry executive, started working on the analytical model in 1998 at Homefair.com, before the site was acquired by Homestore.com. The moving companies quietly signed a tentative agreement in April, and since then have been negotiating terms of their joint venture, in which Homestore.com holds a majority stake. The participants all hold equity stakes in iMove.

There are about 18 million household moves every year, involving more than 16% of all Americans, according to the American Moving and Storage Association. Many of these are "self-moves" that don't involve a professional mover. Homestore.com estimates that the moving and relocation business generates about \$12 billion in annual revenue, though estimates vary widely throughout the industry.

Full Text (674 words)

Copyright Dow Jones & Company Inc Sep 19, 2000

Anyone who has ever moved knows it can take weeks to round up competitive bids from moving companies, each



of which must send its clipboard-toting agent to survey the customer's worldly goods. **Homestore.com** Inc. and five of the nation's best-known moving companies say they are going to change all of that.

Their joint venture, set to be unveiled today and known as iMove.Com Inc., will allow consumers to purchase moving services directly over the Internet.

**IMove.com** hopes to automate the moving process in much the same way that airlines have adopted technology to expedite reservations. All of the moving companies have agreed on a common set of policies and procedures, dispensing with their own proprietary systems for taking bids online. The bet is that these common procedures will translate into bottom-line benefits by partly eliminating costly, time-consuming home visits.

The venture's most intriguing feature is the "quote tool" software under development with statisticians from the 

Massachusetts Institute of Technology. When the program goes live early next year, consumers will be able to solicit competitive bids from all of the participating moving companies without the need for a home visit. 
Homeowners will answer one set of questions about themselves, their house or apartment, and destination, and then get guaranteed bids via the Internet. The move will be booked online with a credit card.

"This wouldn't work without all the major [moving industry] players at the table," says Stuart Wolff, chairman and chief executive officer of Homestore.com, Thousand Oaks, Calif. The participants are Allied Van Lines and North American Van Lines, both owned by Allied Worldwide Inc.; Mayflower Transit, part of UniGroup Inc.; Bekins Van Lines, owned by Bekins Co.; and United Van Lines.

Still, some professionals are skeptical. Online tools may help people get a quick initial estimate of what it will cost to move, but it's hard to imagine that such tools could supplant home visits, says Joe Harrison, president of the American Moving and Storage Association, an industry group in Alexandria, Va. "If the consumer gets on the Internet site and is able to communicate more detail, then I think there will be a much more accurate estimate of what it will cost." But, he adds, "I don't think it will replace the importance of an on-site survey."

Estimates by professional movers are more art than science, and competing quotes for the same job often differ wildly. "We still miss it sometimes even with a person walking across the room," Mr. Harrison says. Such problems could mushroom if there's a miscommunication over the Internet. What happens when a truck of the wrong size pulls up because some Internet estimate put the load at 8,000 to 10,000 pounds, and the job turns out to weigh more like 18,000 pounds? he asks.

No one says it will be easy, counters Bryan Schutjer, iMove's president. The start-up's employees, along with the 

MIT statisticians, are building a model that resembles the "credit-scoring" programs used to evaluate loan seekers' creditworthiness. "We are pulling together characteristics about how each of us lives our lives, because that often correlates back to what possessions we amass," he says. The site will ask consumers how many years they have lived in their home, because the more frequently people move, the more likely they are to purge their possessions.

Mr. Schutjer, a former moving-industry executive, started working on the analytical model in 1998 at Homefair.com, before the site was acquired by **Homestore.com**. The moving companies quietly signed a tentative agreement in April, and since then have been negotiating terms of their joint venture, in which **Homestore.com** holds a majority stake. The participants all hold equity stakes in iMove.

There are about 18 million household moves every year, involving more than 16% of all Americans, according to the American Moving and Storage Association. Many of these are "self-moves" that don't involve a professional mover. Homestore.com estimates that the moving and relocation business generates about \$12 billion in annual revenue, though estimates vary widely throughout the industry.

Credit: Staff Reporter of The Wall Street Journal

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Full text	Abstract     Abstract
2. Homestore.com opens Scottsdale HQ, call center Tara Teichgraeber. The Business Journal. Phoenix: Oct 13, 20	000. Vol. 21, Iss. 2; p. 16
Full text	<u>Citation</u>
3. VENTURA COUNTY BUSINESS; VENTURA COUNTY DIGES Web Site; [Ventura County Edition] BARBARA MURPHY. Los Angeles Times. Los Angeles, Calif.:	
Full text	Abstract
4. U.S. Moving Firms Set Web Bidding Venture Allows Cons One Site Software Will Calculate Cost of Hauling Possess By Rhonda L. Rundle. Asian Wall Street Journal. New York, N	sions to New Home
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## **OTravelscape.com's Web Site Earns Top Marks from 2 Independent Rating Organizations**

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#### Abstract (Article Summary)

①Travelscape.com earned Customer-Certified Merchant status and an overall rating of 4.5 stars out of five on BizRate.com, an independent rating guide providing merchant performance reviews to help shoppers transact confidently online. Travelscape.com's performance tied it with two competitors as the top-rated travel site reviewed on BizRate.com.

As a Customer-Certified online merchant, Travelscape.com allows BizRate.com to independently survey customers purchasing on its Web site. Through December 27, 1999, 3,691 users completed BizRate.com's survey rating OTravelscape.com against 10 performance attributes, including ease of making reservations, travel planning selection, prices offered, on-time delivery, privacy policies and security. According to BizRate's Web site review, "Making a reservation (on <u>Travelscape.com</u>) is a breeze, particularly with the reservation guarantee and outstanding ratings for their security measures and the navigability of their Web site."

Full Text (466 words)

Copyright PR Newswire - NY Jan 4, 2000

Leading Online Travel Wholesaler Receives No. 1 Overall Rating on @Bizrate.com, Cracks Gomez.com's Top 10 for Best Online Travel Providers in Winter 1999

LAS VEGAS, Jan. 4 /PRNewswire/ -- Travelscape.com, the Internet's leading online travel wholesaler, today announced it recently received two awards of excellence for its Web site (http://www.travelscape.com) from two leading independent online consumer advisory services.

①Travelscape.com earned Customer-Certified Merchant status and an overall rating of 4.5 stars out of five on BizRate.com, an independent rating guide providing merchant performance reviews to help shoppers transact confidently online. OTravelscape.com's performance tied it with two competitors as the top-rated travel site reviewed on BizRate.com.

As a Customer-Certified online merchant, OTravelscape.com allows BizRate.com to independently survey

customers purchasing on its Web site. Through December 27, 1999, 3,691 users completed BizRate.com's survey rating <u>Orravelscape.com</u> against 10 performance attributes, including ease of making reservations, travel planning selection, prices offered, on-time delivery, privacy policies and security. According to BizRate's Web site review, "Making a reservation (on <u>Orravelscape.com</u>) is a breeze, particularly with the reservation guarantee and outstanding ratings for their security measures and the navigability of their Web site."

<u>Travelscape.com</u> also was rated the ninth-best online travel provider overall for Winter 1999 by Gomez.com, the recognized online leader in providing consumer and business-based e-commerce research, tools and analysis to empower consumers to make informed online purchasing decisions. Gomez based its rankings on such categories as ease of use, customer confidence, on-site resources and relationship services. <u>Travelscape.com</u> improved upon its strong performance from the last Gomez online travel survey in all categories, and fared especially well in customer confidence (fourth best out of 20) and ease of use (fifth best out of 20).

"We are very proud to be ranked among the Internet's top online travel reservations destinations by BizRate.com and Gomez.com," said Tom Breitling, <u>OTravelscape.com</u>'s co-founder and chief operating officer. "We have worked very hard to develop the easiest, most comprehensive, and fastest online reservations service, and these two independent firms have validated our efforts."

## About <u>OTravelscape.com</u>

①Travelscape.com is the only major travel site developed by an experienced and leading national wholesale tour and travel company. ②Travelscape.com offers the lowest rates available for hotel accommodations through the company's "No Risk Reservation Guarantee." The guarantee promises customers booking any of ②Travelscape.com's preferred hotels that if a better rate is found for the same hotel on the same dates, ②Travelscape.com will immediately refund the difference.

①Travelscape.com's proprietary "Click Less" architecture reduces booking time to mere minutes and just five easy steps. ②Travelscape.com does not require registration, so checking hotel and airfare rates is even faster and easier. ②Travelscape.com offers customer support 24 hours a day, seven days a week through its toll-free telephone number (888-335-0101). For more information, visit http://www.travelscape.com. SOURCE ②Travelscape.com

#### [Reference]

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